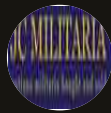
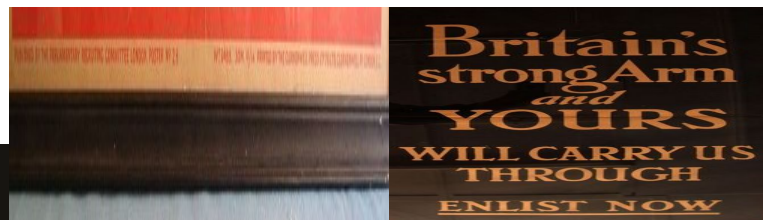


1914 British Government Parliamentary
Recruiting Committee Recruitment
Poster No 1914 British Government
Parliamentary Recruiting Committee
Recruitment Poster No

£ 350

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Original Framed WW1 1914 British Government Parliamentary Recruiting Committee Recruitment Poster No.28 'BRITAINS STRONG ARMS AND YOURS WILL CARRY US THROUGH ENLIST NOW' By The Clerkenwell Press Ltd London. PI 130 - PI 130

Although the technology to enable the relatively inexpensive mass production of high quality images had been in existence for over a century, the First World War saw the first extensive use of posters for propaganda purposes. The British Parliamentary Recruiting Committee (PRC) was a thirty member body organized by political party organizers, under the supervision of the War Office, with the express aim of aiding the raising of troop numbers in Britain's volunteer army. The main modes of appeal were through mass recruiting rallies and through posters and pamphlets that encouraged enlistment. Within a few weeks of the outbreak of the war the designs of poster began to incorporate striking graphic images. Some 200 different posters were produced and distributed by the PRC over the course of the War. War posters were intended to be ephemeral and never meant to be archival or historical documents. Yet, because of the content of the messages they projected they have become an important resource by which we can today explore the mindset of those who believed passionately in the rightness of the cause and the necessity to wage War between 1914 and 1918. This is an original WW1 British Government PRC framed recruiting PRC Poster No.28. The poster mounted in its glazed wood frame measures 31 1/4" x 21 1/4" x 1". The rear of the frame is mounted with wire for hanging. The poster is clean and undamaged. The poster features bold gold lettering on a field of blue and red 28 'BRITAINS STRONG ARMS AND YOURS WILL CARRY US THROUGH ENLIST NOW'. The bottom edge of the poster has crisp printing 'Published by the Parliamentary Recruiting Committee Poster No.28' together with manufacturer detail 'Printed by the Clerkenwell Press Ltd

76&78 Clerkenwell Road London EC WT9488 30M” and date ‘12/14’ (December 1914). All of the printing is clear and bright. NB. Due to the fragile nature of this piece it is only available with frame within the UK and delivery/ collection will be by arrangement. PI 130
£350.00

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